



WPTV

ORDER

Print Date 08/31/12

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Flight Dates **09/11/12-09/17/12**

Contract / Revision **309673 /**

Original Date / Revision
08/30/12 08/30/12

Advertiser **Priorities USA Action**

Agency **Mundy Katowitz Media Inc**

Buying Contact

**1322 G Street SE
Washington, DC 20003-3021**

Product
Priorities USA Action

Agency Com 15%

Billing Contact

**1322 G Street SE
Washington, DC 20003-3021**

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate # **1560**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A18+

Rev Codes POL POL ISS

Product Codes PL

Priority P-2

Advertiser Ref

Primary Account Executive
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
September 2012	22	\$22,737.50	\$26,750.00	0.00
Totals	22	\$22,737.50	\$26,750.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
08/27/12	09/17/12	22	\$22,737.50	\$26,750.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WPTV	09/12/12	09/14/12	M-F 1235-135a M-F 1235-135a	CM	1235-0135a	-- 1- 1--	:30	2	\$300.00	P-2	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/11/12	09/17/12	-- 1- 1--			2		\$300.00		0.00				
N 2	WPTV	09/13/12	09/17/12	M-F 1135p-1235a M-F 1135p-1235a	CM	1135p-1235a	1- - 1- - -	:30	2	\$750.00	P-2	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/11/12	09/17/12	1- - 1- - -			2		\$750.00		0.00				
N 3	WPTV	09/15/12	09/15/12	Sa 7-8a Sa 7-8a	CM	7-8a	- - - - - S-	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00



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Contract / Revision **309673** Flight Dates **09/11/12-09/17/12**

Hiatus Dates

Original Date / Revision 08/30/12/ 08/30/12

Order Sep 00:20:00

Advertiser **Priorities USA Action** Product **Priorities USA Action**

Estimate # **1560**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 3	WPTV	09/15/12	09/15/12	Sa 7-8a Sa 7-8a	CM	7-8a	-----S-	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/11/12	09/17/12	-----S-					1	\$600.00		0.00			
N 4	WPTV	09/13/12	09/13/12	M-F 7-730p M-F 7-730p	CM	7-730p	---T---	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/11/12	09/17/12	---T---					1	\$1,200.00		0.00			
N 5	WPTV	09/14/12	09/14/12	M-F 530-6p M-F 530-6p	CM	530-6p	----F--	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/11/12	09/17/12	----F--					1	\$2,000.00		0.00			
N 6	WPTV	09/14/12	09/14/12	M-F 5-530p M-F 5-530p	CM	5-530p	----F--	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/11/12	09/17/12	----F--					1	\$2,000.00		0.00			
N 7	WPTV	09/17/12	09/17/12	M-F 12n-1p M-F 12n-1p	CM	12-1p	M-----	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/11/12	09/17/12	M-----					1	\$650.00		0.00			
N 8	WPTV	09/14/12	09/14/12	M-F 10-11a M-F 10-11a	CM	10-11a	----F--	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/11/12	09/17/12	----F--					1	\$750.00		0.00			
N 9	WPTV	09/12/12	09/12/12	M-F 9-10a M-F 9-10a	CM	9-10a	--W----	:30	1	\$950.00	P-2	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/11/12	09/17/12	--W----					1	\$950.00		0.00			
N 10	WPTV	09/16/12	09/16/12	Su 7-8a Su 7-8a	CM	7-8a	-----S	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/11/12	09/17/12	-----S					1	\$750.00		0.00			
N 11	WPTV	09/16/12	09/16/12	Su 6-7a Su 6-7a	CM	6-7a	-----S	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/11/12	09/17/12	-----S					1	\$500.00		0.00			
N 12	WPTV	09/15/12	09/15/12	Sa 10-1030a Sa 10-1030a	CM	10-1030a	-----S-	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/11/12	09/17/12	-----S-					1	\$1,500.00		0.00			
N 13	WPTV	09/15/12	09/15/12	Sa 6-7a Sa 6-7a	CM	6-7a	-----S-	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/11/12	09/17/12	-----S-					1	\$500.00		0.00			
N 14	WPTV	09/12/12	09/13/12	M-F 7-9a M-F 7-9a	CM	7-9a	--11---	:30	2	\$3,000.00	P-2	0.00	NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/11/12	09/17/12	--11---					2	\$3,000.00		0.00			
N 15	WPTV	09/12/12	09/14/12	M-F 6-7a M-F 6-7a	CM	6-7a	--1-1--	:30	2	\$2,500.00	P-2	0.00	NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



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Hiatus Dates

Original Date / Revision 08/30/12/ 08/30/12

Order Sep 00:20:00

Advertiser **Priorities USA Action** Product **Priorities USA Action**

Estimate # **1560**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals			
														Spots	Amount		
N15	WPTV	09/12/12	09/14/12	M-F 6-7a M-F 6-7a	CM	6-7a	-- 1- 1- --	:30	2	\$2,500.00	P-2	0.00	NM	2	\$5,000.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week:		09/11/12	09/17/12	-- 1- 1- --					2	\$2,500.00		0.00					
N16	WPTV	09/13/12	09/17/12	M-F 5-6a M-F 5-6a	CM	5-6a	1- - 11- -	:30	3	\$750.00	P-2	0.00	NM	3	\$2,250.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week:		09/11/12	09/17/12	1- - 11- -					3	\$750.00		0.00					
														Totals		22	\$26,750.00